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August 19, 1983

Vincent J. Weiner
Philip Morris
120 Park Ave.
New York, N.Y. 10017

Dear Vince:

A new exposure for Marlboro on a billboard at Laurel ... as per the enclosed. This highly visible billboard is adjacent to the mutuel board which is a focus for all 9 races.

Size of the billboard is 6ft. x 20ft. 24-sheet Marlboro paper, with a little trimming, would fit our billboard size -- or we will paint, as per the layout.

Attendance for the Fall, 1983, 75-day season is over 750,000. Since we are on a deadline, I will phone you for a reaction and price.

Warmest regards.

Cordially,

Emanuel Levine
Washington Office

EL/yp
enc.
cc - K. Schertle

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